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April 13, 2007

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20054

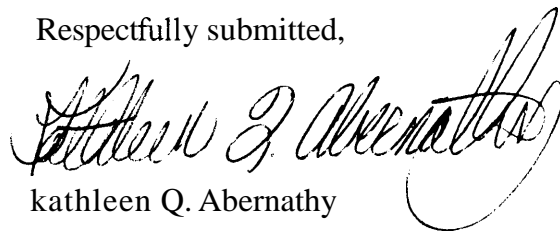
Re: *Notice of Ex Parte Meeting*, MB Docket No. 04-261, Violent Television  
Programming and its Impact on Children

Dear Ms. Dortch:

This is to notify you that on April 12, 2007, Michael O'Leary of the Motion Picture Association of America ("MPAA") and the undersigned met with Rudy Brioché of Commissioner Adelstein's office. The purpose of the meeting was to discuss MPAA's experience with content guidance, including warnings about violence, and the attached document was provided at the meeting.

This letter is filed pursuant to Section 1.1206 of the Commission's rules. Please direct any questions to the undersigned.

Respectfully submitted,



kathleen Q. Abernathy

Enclosure

cc: Rudy Brioché

# **The Motion Picture Industry: Leadership in Empowering Families To Make Informed Entertainment Choices**

## **Movie Ratings: The Gold Standard of Content Guidance for Parents**

Established in 1968, the Classification and Ratings Administration is the gold standard of parental informational tools. Using the now familiar and easy-to-understand G, PG, PG-13, R and NC-17 motion picture ratings, the MPAA Ratings System provides parents with guidelines based upon a movie's content and context so that they can determine what motion pictures are suitable for their children. Parents have found it extremely useful, as indicated consistently by annual surveys. The "Depictions of Violence" category is among the most fundamental category of content that triggers a stricter rating.

- ***Access to Ratings*** The movie ratings are not only familiar, but easy to find. The MPAA has worked with distributors, theaters and video store dealers to ensure ratings and rating reasons are accessible. Movie advertising is required to include rating information and descriptors highlighting the general subject matter – such as violence – that parents may find objectionable. Parents can look up the rating of any motion picture at [www.filmratings.com](http://www.filmratings.com), a site devoted exclusively to providing rating information on all rated movies, including the reasons for the ratings on recent releases. All official movie sites must link directly to the film ratings site, as well as to [www.parentalguide.org](http://www.parentalguide.org), to facilitate access to ratings information. If a film has not yet been rated, tv and online advertising must note that, and reference the ratings web site for up-to-date information. Additionally, the MPAA in 2006 launched a new service, Red Carpet Ratings – an easy-to-use weekly email service which automatically sends parents rating information for new movies, including the detailed reasons for the rating assigned. Parents can sign up for the service at [www.mpa.org](http://www.mpa.org).
- ***Additional Warnings on Violence*** The ratings system has been modified over the years to stay current and provide families with the information they need. For instance, detailed descriptors were added to the ratings in 1990, which more specifically explain the reason for a rating, such as **"Contains strong violence."** Most recently, an additional warning was added to R-rated movies, which will now carry a new advisory: "Generally, it is not appropriate for parents to bring their young children with them to R-rated motion pictures."

## **Industry Marketing and Advertising Policy: Providing Guidance**

- ***Advertising Policy*** As part of the requirements to receive a film rating, all advertising and publicity, including internet sites, must be submitted to the Advertising Administration for review and approval prior to being released to the public.

**TV advertising:** Movie advertising shown on networks and cable stations can only be placed during programming of compatible content and at appropriate hours. Some advertising for movies with violent content, for example, may only be aired - with suitable programming - after 9 p.m. or later, when fewer children are likely to view it.

**Movie trailers:** Trailers shown in theaters must be compatible with the feature so that inappropriate content is not advertised to younger viewers. For example, “PG”-rated features must not be preceded by trailers advertising “R”- rated films.

**Online advertising:** Online advertising, including internet sites, banner ads and video clips, must also be reviewed and approved. Additionally, the *MPAA* and its member companies continue to explore and implement technological solutions that help block inappropriate movie advertising from being accessed by younger Internet users. MPAA has staff dedicated to continually reviewing sites for inappropriate content.

- ***Ramifications for Non-Compliance*** Distributors that do not adhere to the advertising guidelines are subject to the withdrawal or suspension of their movie’s rating, which can be problematic in marketing and placement of films in theaters.

## **Awareness Campaigns and “One Stop” Websites: Helping Parents Choose**

MPAA has worked to ensure that information vital to parents’ decision making is provided in the easiest way possible, and to make sure they know about the tools available to them. Several websites have been established to streamline this information and get it into the hands of parents.

- [www.PauseParentPlay.org](http://www.PauseParentPlay.org) was established in 2005. The MPAA and its member companies partnered with entities such as the YMCA, Girl Scouts of America and Wal-Mart, among others, to sponsor this campaign and one-stop web site for ratings information about all forms of media – movies, music, television and video games. The aim of the site is to compile tools and information so parents can make more informed choices about their kids’ entertainment.
- [www.TheTVBoss.org](http://www.TheTVBoss.org) is a multi-million dollar campaign created by media companies in partnership with the Ad Council to raise awareness of V-chip technology, which allows parents to control television programming.
- [www.ParentalGuide.org](http://www.ParentalGuide.org) was established by the MPAA in conjunction with the electronic game, music, cable and television broadcast industries. The site provides parents with one central site where they can obtain information about each of the ratings systems that have been developed by various industries.